

Statistics

Population (2003)

Montana:	321,138	metro	(0.1% of total U.S. metro)
	<u>596,483</u>	non-metro	(1.2% of total U.S. non-metro)
	917,621	total	

United States:	241,395,996	metro	
	<u>49,413,781</u>	non-metro	
	290,809,777	total	

Farm-Related Employment (2000)

Montana:	111,859 jobs	(20.9% of total Montana employment)
United States:	25,834,574 jobs	(15.6% of total U.S. employment)

Number of Farms (2002)

Montana:	27,870	(1.3% of total U.S. farms)
United States:	2,128,982	

Average Farm Size (2002)

Montana:	2,139	
	acres	
United States:	441	
	acres	

Market Value of Agricultural Products Sold (2002)

Montana:	\$1.9 billion
United States:	\$200.8 billion

Rank among all States in market value of agricultural products sold (2002): #32

Top 5 Agricultural Commodities (2002)

Commodity	Value of receipts (thousand \$)	Percent of U.S. value
Cattle and calves	846,166	2.2
Wheat	366,321	6.6
Hay	98,836	2.1
Barley	98,676	18.7
Sugar beets	42,525	3.9

Value of Agricultural Products Sold Directly to Consumers (2002)

Montana: \$1.94 million
United States: \$550.9 million

Farmers Markets (2004)

Montana: 28
United States: 3,617

Market Value of Certified Organic Commodities (2002)*

Montana: \$3.9 million
United States: \$392.8 million

*(Data may not reflect actual industry growth after Oct. 2002 implementation of USDA National Organic Program.)

Certified Organic Acreage (2001)

Montana: 209,025 acres
United States: 2,343,857 acres

USDA-Accredited Organic Certifying Agents (2005)

Based in Montana: 1
Total: 96

Marketing Products and Services

Specific to Montana

Montana Ranchers Attend Conference

In November 2005 AMS participated in the *Northern Regional Successful Strategies for Farmers and Ranchers* Conference, sponsored by USDA's Risk Management Agency, in

Billings. Livestock production and marketing, and agricultural risk management were highlighted at the conference. Individual workshops addressed alternative farm enterprises, organic and hydroponic farming practices, and other methods for small and medium-sized agricultural producers to remain economically viable in a rapidly changing market environment. Conference attendees included farmers, ranchers, Tribal leaders and members, community based organizations, and others from Alaska, Idaho, Montana, Oregon, North Dakota, South Dakota, Washington, and Wyoming. AMS handed out literature on direct farm marketing practices, including copies of *Enhancing Commercial Food Service Sales by Small Meat Processing Firms*, a study developed by AMS in collaboration with Texas A&M University.

AMS Visits Montana

In August 2002 representatives of AMS's National Organic Program met with producers, handlers, and State officials to explain implementation of the National Organic Standards. They also toured some organic operations.

Federal-State Marketing Improvement Program (FSMIP) Grants

FSMIP provides matching funds to State Departments of Agriculture and other appropriate State agencies to assist in exploring new market opportunities for food and agricultural products, and to encourage research and innovation aimed at improving the efficiency and performance of the marketing system.

- In 2005, \$80,000 was awarded to the Montana Department of Agriculture to evaluate the economic feasibility of ethanol production using sugar beets or beet sugar refining feedstocks.
- In 2002, \$50,000 was awarded to the Montana Department of Agriculture, in cooperation with Lake County Community Development Corporation and the Northwestern Agricultural Research Station, to help small-scale producers and processors to commercialize their products by addressing their educational needs in the areas of processing, marketing, transportation, distribution, quality and food safety, and to foster development of a supportive infrastructure in the region.

Regional Interest

Regional Ranchers Attend Conference

In November 2005, the Northern Regional Successful Strategies for Farmers and Ranchers Conference, sponsored by USDA's Risk Management Agency, was held in Billings. Livestock production and marketing, and agricultural risk management were highlighted at the conference. Individual workshops addressed alternative farm enterprises, organic and hydroponic farming practices, and other methods for small and medium-sized agricultural producers to remain economically viable in a rapidly changing market environment.

Conference attendees included farmers, ranchers, Tribal leaders and members, community based organizations, and others from Alaska, Idaho, Oregon, North Dakota, South Dakota, Washington, and Wyoming, as well as Montana. AMS handed out literature on direct farm marketing practices, including copies of *Enhancing Commercial Food Service Sales by Small Meat Processing Firms* (PDF), a study developed by AMS in collaboration with Texas A&M University.

General Interest

New Farm-to-School Marketing Publication

Eat Smart—Farm Fresh! A Guide to Buying and Serving Locally-Grown Produce in School Meals (PDF) was published in December 2005 by the Food and Nutrition Service (FNS) of

USDA. The publication, which helps school lunch programs find locally-grown produce, was developed by a multiagency task force that included an agricultural marketing specialist from AMS, four child nutrition specialists from FNS, and the Community Food Security Coalition, a non-profit organization.

Farm-to-School Report

How Local Farmers and School Food Service Buyers Are Building Alliances (PDF) helps small farmers and school food service buyers explore how they might establish direct marketing linkages.

Marketing via the Internet

How to Direct Market Farm Products on the Internet (PDF) is designed to help small/medium-sized agricultural producers better develop Internet-based sales transactions by recommending effective methods for reaching and retaining customers.

Trends in Farmers Markets

U.S. Farmers Markets—2000: A Study of Emerging Trends (PDF) assesses the importance of farmers markets as a distribution channel for farm products, documents the recent growth in farmers markets operations, and provides an updated profile of management, operations, and merchandising at farmers markets.

Market Research on Small Meat Processors

Enhancing Commercial Food Service Sales by Small Meat Processing Firms (PDF), published by AMS in cooperation with Texas A&M University, determines potential areas of competitive advantage for smaller scale meat manufacturing firms in supplying local restaurants and other local commercial food service accounts.